



WKMG

# ORDER

Flight Dates 09/12/12-09/17/12

Contract / Revision 252311 /

Original Date / Revision  
08/31/12 08/31/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact  
6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00

Estimate # 487

Alt Order # 06204958

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 22200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$18,870.00	\$22,200.00	0.00	08/27/12	09/17/12	22	\$18,870.00	\$22,200.00
Totals	22	\$18,870.00	\$22,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/12/12	09/14/12	Local 6 News 12-1230p CM	CM	12-1230p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$400.00		0.00			
N 2	WKMG	09/17/12	09/17/12	Local 6 News 12-1230p CM	CM	12-1230p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-----		1				\$400.00		0.00			
N 3	WKMG	09/12/12	09/14/12	2-3p The Talk CM	CM	2-3p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$300.00		0.00			
N 4	WKMG	09/17/12	09/17/12	2-3p The Talk CM	CM	2-3p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Print Date: 08/31/12

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Contract / Revision 252311 Flight Dates 09/12/12-09/17/12

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D Product NELSON FOR SENATE

Estimate # 487

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WKMG	09/17/12	09/17/12	2-3p The Talk The Talk	CM	2-3p	M-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$300.00		0.00			
N 5	WKMG	09/12/12	09/13/12	News at 7p News at 7p	CM	7-7:30p	--WT---	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WT---			2		\$800.00		0.00			
N 6	WKMG	09/17/12	09/17/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----			1		\$800.00		0.00			
N 7	WKMG	09/13/12	09/13/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---1---	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---1---			1		\$800.00		0.00			
N 8	WKMG	09/17/12	09/17/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----			1		\$8,000.00		0.00			
N 9	WKMG	09/12/12	09/16/12	M-SU 11p News M-SU 11p News	CM	11-1135p	--WTF-S	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF-S			4		\$1,200.00		0.00			
N 10	WKMG	09/14/12	09/14/12	M-F David Letterman David Letterman	CM	1136p-1238a	----F--	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--			1		\$500.00		0.00			
N 11	WKMG	09/15/12	09/15/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$250.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1-			1		\$250.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		1	WKMG	09/10/12-09/16/12	Sat 6p News	6-630p	-----Sa--	:30	(\$250.00)	0.00	NM			
See MG 11.2 [Program not airing due to NCAA Football]														
N 12	WKMG	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			1		\$1,200.00		0.00			
N 13	WKMG	09/13/12	09/13/12	News at 6p News at 6p	CM	6-630p	---T---	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---			1		\$600.00		0.00			
N 14	WKMG	09/17/12	09/17/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----			1		\$600.00		0.00			
N 15	WKMG	09/12/12	09/12/12	530-6p The Insider Insider	CM	530p-6p	--W----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

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Order Sep    00:15:00

Advertiser    **Pol/Bill Nelson/Sen/FI/D**    Product **NELSON FOR SENATE**

Estimate #    **487**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WKMG	09/12/12	09/12/12	530-6p The Insider Insider	CM	530p-6p	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$500.00		0.00						
														Totals	22 \$22,200.00